

## **AUTOMATED MANAGEMENT OF INTERNET AND/OR WEB SITE CONTENT**

### **Abstract of the Disclosure**

An apparatus, program product, and method manage content from a content-controlled database (e.g., web pages or other files maintained in a web site) using a content management record linked to each content-controlled content item in the database. Each content management record is utilized in conjunction with a multi-stage content management process, where at least one stage is a review stage during which approval of an associated content item for a content management record is obtained. As a result of receiving appropriate approval, such an associated content item may be promoted and made available to users of the content-controlled database, with the content management record updated to reflect such a status of the associated content item. Content management information for a content item may be maintained in a content management record that is separate from the content item. Moreover, content management records may be maintained in a groupware-type environment, whereby collaborative tools such as document sharing and messaging may be used to facilitate the interaction among members of a content creation, development and management team during the various stages of a content management process. Furthermore, content management records may be monitored over time to provide for periodic review of promoted content items to ensure that content in a database is maintained current and accurate. In addition, multiple language and/or country versions of a content item may be linked together, such that changes made to one language/country version of a content item may automatically prompt a review of other versions to ensure that the changes are propagated to the other versions when necessary.